

Arizona Motorcycle Safety Advisory Council
Minutes
October 2, 2008, at 10:30 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on October 2, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85007.

Call to Order and Roll Call:

The meeting was called to order by Chairman, P. J. Janik at 10:30 a.m. Roll was taken and a quorum was declared present.

Council Members Present:

P. J. Janik, Bobbi Hartmann and Dave Novitt

Members of the Public Present:

Dick Studdard, Mark Weiss, MSF/Rider's Edge, Carole O'Reilly, ABATE, John Davis, Michael Hegarty, GOHS, Joe Tuiteleapaga, GOHS, Arnie Cuellar, GOHS

Legal Counsel:

Brian Schneider, Assistant Attorney General

Approval of Minutes for July 31, 2008:

Dave Novitt reviewed the minutes and made a motion to approve them. Bobbi second it and all were in favor.

Media Campaign Overview – Update

Michael Hegarty gave an overview of the media campaign. There were 40,000 responses to the television ads. The billboard issue has been resolved and will some will be posted for additional time. Bobbi Hartmann brought in the various publications displaying the awareness ads for the council members review. There are five months worth of print ads focusing on overviews, training courses, protective gear, riding impaired and speed issues. P.J. Janik complimented Michael Hegarty and Bobbi Hartmann on the fine work they did. Dave Novitt made a motion that Michael Hegarty and Bobbi Hartmann review the wording of ads in question and revise if feasible. Bobbi Hartmann seconded the motion and all were in favor. Michael Hegarty stated that he needed council input on what the media campaign components might be for future campaigns. P. J. Janik said the Council would be discussing the budget at the next meeting, but might individually make their preferences known to Michael Hegarty.

Budget

Joe Tuiteleapaga, Fiscal Manager, gave an overview of the budget. Handouts on the Motorcycle Safety Fund Revenue and Expenditures/Encumbrances were passed out to everyone. We are still waiting on the federal grant monies and probably won't know until January. Terry Rutan, GOHS, is keeping track of the funds.

MVN – Digital Message Display – Update

P. J. Janik contacted MVD and said they were very vague about it. They said it would be very costly. Bobbi Hartmann suggested that the cost for digital messaging might need to be looked at per location. P. J. Janik will get more information on this. Dave Novitt made a motion to discuss the display when P.J. Janik provides more information. Bobbi Hartmann seconded the motion and all were in favor.

AMSAC – Annual Report

Bobbi Hartmann presented the Council with a copy of the AMSAC annual report. It reported on the Council's 2008 accomplishments, namely Cox media, state fair and awareness events and programs and billboard and motorcycle publication ads. It listed future goals. The report would also include pictures of some of those projects. Dave Novitt mentioned there was some conflict on the proclamation being copied and Bobbi Hartmann said she would call the Governor's office to verify this. Dave Novitt made a motion and Bobbi Hartmann seconded the motion

. All were in favor of accepting the report as written. P.J. Janik thanked Bobbi Hartmann for all her hard work on the report. Dave Novitt thanks the public as well as the Council.

Rider Ed Schools – QA

Mark Weiss made a presentation on the Quality Assurance Program geared toward Rider Education Schools. He informed the council on his individual meetings with MVD and conversations with the Motorcycle Safety Foundation (MSF) in regards to applying this QA in Arizona schools. A handout outlining a proposed QA process was given to the council along with a list of concerns/issues prompting the promotion of the QA. Mark stated that differences between states are common throughout the country. Bobbi Hartmann stated that this should be an ongoing agenda item. P.J. Janik stated there would be an update at next meeting and congratulated Mark for fine job.

Call to the Public

Dick Studdard stated that the Council is doing a great job.

Board Forum

Bobbi Hartmann showed copies of last two issues of ABATE newsletter in which she wrote articles on how all registered motorcyclists' additional \$1 they pay is put to use. She also wrote on how they as motorcyclists should police and educate their own. She spoke of how well the conference she attended in Denver went which focused on what was happening in other states, including what others were doing to address the impaired riding issue. P.J. Janik complimented Bobbi Hartmann on the good job she's done. Bobbi Hartmann suggested an added agenda item – to propose changes to the motorcycle safety portion of the GOHS website. Agenda (to be announced) and date for next meeting will be posted immediately from now on. P.J. Janik shared how he initiated the writing of a report on cyclerides.com which goes all over the world. P.J. Janik has posters on helmets he wants to give to Michael Hegarty. He also spoke about the national SMSA conference he attended in Billings, Montana, on behalf of the council, which he says was excellent.

Next Meeting Date

The next meeting is set for January 15, 2009, at 10:30 a.m. at GOHS.

Call to Adjourn

Dave Novitt made a motion to adjourn the meeting and Bobbi Hartmann second it. Meeting adjourned at 11:55 a.m.